

GRANT PARK
MUSEUM CAMPUS
SURVEYS
1990-91

WESTERN UNIVERSITY

1992

TRANSPORTATION LIBRARY



Planning & Research Department

Corporate Planning and Development

March, 1992



3 5556 022 351 944

TECHNICAL REPORT PR 92-04

GRANT PARK MUSEUM CAMPUS
SURVEYS
1990-1991

Planning and Research Department
Corporate Planning and Development

Chicago Transit Authority

March, 1992

TABLE OF CONTENTS

	<u>Page</u>
EXECUTIVE SUMMARY	1
ROUTE CREATION AND FEATURES.....	3
RIDER CHARACTERISTICS AND TRAVEL PATTERNS	
Origins and Mode Choices of Museum Visitors	4
Route 130 Markets: Bus Rider Highlights	7
Day of Week Differences On-Board	9
Route 130 Alternatives	9
Service Quality Ratings	10
Fare Preferences	11
Museum Visitors' Willingness to Try Route 130	11
Route Awareness	12
DEMOGRAPHICS OF RESPONDENTS	
Sex	14
Age	15
Ethnicity	15
Household Size	15
Auto Availability	16
Household Income	17
CONCLUSIONS	18
APPENDIX A: SURVEYS AND MAP	20
APPENDIX B: SURVEY METHOD	26
APPENDIX C: SURVEY ADMINISTRATION	28
APPENDIX D: SUPPLEMENTAL SURVEY RESULTS	31
APPENDIX E: FARE PAID BY TYPE OF RIDER	50

LIST OF TABLES

<u>Tables</u>	<u>Page</u>
1. Museums Visited by Route 130 Riders	8
2. Ratings of Route 130 by Riders Percent Indicating Good or Excellent	10
3. Ratings of CTA Buses by Museum Visitors Percent Indicating Good or Excellent	10
4. Likely to Use Alternative Fare	12
5. Museum Visitors' Willingness to Try Route 130	13
6. How Respondents Learned of Route 130	13
7. Future Behavior as a Result of Route 130	14
8. Frequency of Travel	14
9. Age in 1991 Survey	15
10. Ethnicity in 1991 Survey	16
11. Household Size in 1991 Survey	16
12. Auto Availability in 1991 Survey	17
13. Household Income in 1991 Survey	17

GRANT PARK MUSEUM CAMPUS
SURVEYS
1990-1991

EXECUTIVE SUMMARY

A total of four surveys were conducted as part of the evaluation of the RTA-funded New Service Initiatives Program's Bus Route 130, Grant Park Treasures. RTA's funding required two surveys in the late summer of 1990, when the route was very new and again in 1991, a year later. Opinions were obtained from route 130 riders in one survey each year, and from Sunday visitors to the four lakefront museums downtown (including the Art Institute) served by the route in another survey.

One major change occurred between the 1990 and 1991 surveys. In April of 1991, the Shedd Aquarium nearly doubled its exhibit space and increased attendance by opening the Oceanarium, a major midwest attraction. From 1990 to 1991, the surveys at the four museums showed these changes:

- CTA's share of the growing market for travel to the Grant Park museums grew from 13% to 17%.
- 30% of Sunday visitors to the Art Institute rode CTA for all or part of their trip there.
- 29.4% of museum visitors resided in Chicago, up from 20.7%.
- 5% more museum visitors were aware of Route 130.
- Over 60% of museum visitors were willing to try Route 130.

CTA adjusted schedules on Route 130 only slightly in 1991, allowing more frequent and later weekend service, and shifting the weekday schedule 20 minutes later (start and end times) to accommodate revised hours for the Oceanarium.

Other features were apparent from the on-board surveys:

- 50% of the riders were visiting a museum; the rest went to other downtown locations. On weekends the museum visitors were as much as 73% of the total boardings.
- 80% of this route's riders had at least one car in the household.
- Ridership on the route grew 25% on a weekly basis.
- 9% more riders were aware of Route 130.

1991 ridership for 7th Period (based on Service Delivery Planning's route-level data) averaged 450 on weekdays, 480 on Saturdays, and 200 on Sundays, including the Independence Day holiday.

Awareness of the route increased among museum visitors and among Route 130 riders. Bus stop signs were the primary method of making people aware of the route; other methods, including targeted marketing, were less effective.

CONCLUSIONS

Ridership on Route 130 is growing, and has not reached its peak. The share of all museum visitors who arrived via Route 130 remained at 1 to 2%, indicating that Route 130's growth came from all market segments, including museum as well as non-museum travel, and that other CTA routes (such as 6 and 146) were also handling the increased CTA travel to the museums. When museum visitors were asked if they would try Route 130, 63.8% said yes, up 13.7% from the previous year's level.

Extending the hours of evening service on Sundays would attract more riders. Though such a change would not benefit museum visitors, other trip purposes (such as dining and park use) would increase.

Based on these surveys of riders on Route 130 and museum visitors, there is a market for Route 130, Grant Park Treasures, not served effectively by other CTA service. Ridership grew, as did awareness of the route. Also, schedules were not reduced on other routes serving the museums, indicating the growth of Route 130 does not divert ridership from other service.

All of the marketing associated with Route 130 has apparently increased CTA's overall market share of museum travel on all the bus and rail routes serving Grant Park.

GRANT PARK MUSEUM CAMPUS
SURVEYS
1990-1991

ROUTE CREATION AND FEATURES

A two-year RTA New Service Initiatives grant enabled CTA to begin operation of Route 130, Grant Park Treasures, on May 26, 1990. Through sustained efforts by the Grant Park Cultural and Educational Community, CTA had provided test operation of the present 130 route between North Western Station and the Planetarium for the 1988 holiday season. Funding for operation of this route currently does not exist beyond May, 1992.

Although CTA has always operated daily service to the Grant Park museum area, there had never been a direct routing to and from North Western Station. Union and LaSalle Street Stations have not had direct museum service since 1983, when Route 146 Marine/Michigan began to serve the museum area from downtown, instead of the Route 126 Jackson. That summer a shuttle between the Adler Planetarium and the Art Institute served visitors to a special exhibit and sparked the Grant Park community's interest in continuing the service.

On Sundays and holidays in the summer, the museums are also served by the Culture Bus South route. Route 130 provides more frequent museum service than the Culture Bus route, and at regular fare levels, though without tour commentary. Route 130 operates every Saturday and Sunday, but not on Thanksgiving, Christmas, and New Year's Day, when the museums are closed. Weekday service operates from Memorial Day through Labor Day and through the last two weeks of each year.

Hours of service for Route 130 were 9:40 a.m. to 5:55 p.m. The late start intentionally missed the morning rush completely. This limited not only the cost of the route, but also its ability to serve daily commuters and museum employees, who rode routes 129 and 146. Operation through the end of the evening rush hour does provide service to knowledgeable commuters who cannot board other, more crowded buses on Adams.

Using route-level farebox data for 1990 and 1991 from Service Delivery Planning, weekday ridership on the route averaged 450 in 7th period 1991, Saturday ridership averaged 480, and Sunday ridership averaged 200. This represents a 25% increase in weekly boardings since the 1990 survey was taken. Fares did not change.

This final report describes the surveys distributed in August/September, 1991, and compares them to August, 1990 results. RTA's demonstration grant called for surveys in the first and second year of the demonstration. Goals of the demonstration to be examined through these surveys include:

1. Increase transit's market share of trips to the various institutions and events in the Grant Park area. This has been measured in these surveys, and appears to be growing.
2. Alleviate parking and traffic congestion problems in the South Loop/Grant Park area. Only a great increase in transit's market share can affect these non-transit conditions, which are beyond the scope of this survey.
3. Provide increased accessibility to and within the various Grant Park museums and educational/entertainment sites. Additional bus service by definition increases accessibility to the museums for at least a portion of museum visitors.
4. Determine the effectiveness of the broad-based marketing of the new route in attracting riders. Several questions in the surveys deal with this goal.

In addition, CTA sought to obtain market research information about who the current and potential riders are for Route 130. Several ratings by riders and non-riders were included to measure satisfaction with CTA service. The survey requested enough travel pattern and demographic information to examine ridership subgroups by trip purpose, home zip code, and many other categories.

RIDER CHARACTERISTICS AND TRAVEL PATTERNS Origins and Mode Choices of Museum Visitors

Surveys were distributed randomly to visitors entering one of the four museums on a Sunday. A total of 1,079 usable surveys were completed. See the Overall Response Rates section of Appendix B for details.

Respondents provided a list of museums they intended to visit that day. Many people planned to visit more than one of the museums, which were the Adler Planetarium, Field Museum of Natural History, Shedd Aquarium/Oceanarium, and the Art Institute of Chicago. Appendix D features a table which shows home zip codes and modes of access used by museum visitors. Responses for each museum included the location where the survey was distributed, but also locations mentioned as one of the other museums the respondent intended to visit on the survey date.

For the four museums combined, nearly half of museum visitors (44.8%) resided outside the six-county RTA service area, but in the United States. Those within the RTA service area were mainly from Chicago, as 29.4% were Chicago residents, 14.9% were from suburbs in the northern half of the RTA region, and 7.6% were from southern suburbs. Within these subregions, there were no apparent patterns which would indicate significant travel demand from one zip code over another. Non-US residents were 3.4% of museum visitors, primarily Canadian, with a smaller number of Western European and Pacific Island citizens.

Mode of access to the group of four museums together is listed in Appendix D. These responses total 100%. Modes listed are the primary (line haul) mode used to complete the greatest portion of the museum journey. Auto had a 63.1% mode split overall; CTA had a respectable 17.2%, and Metra had only 2.3%, while 6.6% used taxis. Pace had only 0.5% of the line haul mode split, and "other buses" had 3.8%; these are private tour buses. The remaining visitors walked (6.3%) or took Amtrak only (0.1%).

To total the modes another way, the mode of access to the museums (final leg of the museum journey) was 17.6% for CTA, 1.7% for Metra, 62.9% for auto (that is, only auto was used to reach the museum), and 6.9% for taxis. There was also an assortment of other specified modes (Pace, Amtrak and bicycle), each with less than 1%, and "other buses" at 3.9%.

Results indicate that, although correctly identified as CTA riders, Route 130 usage by museum visitors was under-reported because respondents were not aware what route they had used, further discussed under "Route Awareness," page 12. Of the CTA bus users, 6.1% used Route 130 and 46.5% used Route 146. Another 13.2% used Route 151, but only to get to the Art Institute. The Culture Bus South route was used by 6.2% and 9.6% used Route 6 Jeffery Express to and from the south.

Art Institute

This museum differs from the others (see Appendix D) because of its location on the Michigan Avenue edge of Grant Park. It is more accessible from downtown than the others. Access to many CTA bus routes, rapid transit lines, Metra Electric, and Grant Park Garage all affect the mode split to the Art Institute. To get to the Art Institute, 47.8% used autos, 15.2% took CTA buses (at this museum only, Route 151 Sheridan was mentioned often), another 15.2% used the nearby CTA rail, and 4.0% used Metra. Auto share at the Art Institute was lowest of the four museums surveyed, and had decreased 5.2% from 1990 levels. CTA's share was highest here as well, having increased 12.7% over 1990. Metra riders visiting the Art Institute were split evenly between Union and North Western Stations. One survey was returned from a museum visitor who used Metra's Rock Island route to LaSalle Street Station and one from a Metra Electric user.

The Art Institute featured a special exhibit on 1930's German art throughout the survey dates, which were August 25 and September 8, 1991. Art Institute visitors were more likely to be from zip codes in Chicago, and somewhat more likely to be from outside the United States than visitors to other museums (see Appendix D). The increase in Chicago residents from 1990 levels of 18.5% is countered by a decrease in non-RTA Americans from 51.3%, also seen at the other museums.

Field Museum

This museum is in Grant Park, easily reached by Lake Shore Drive in either direction, with free parking adjacent and \$3.00 parking lots nearby. The closest Metra station is Roosevelt Road on the Metra Electric line. CTA routes to the museum's south door include 130, 146, and Culture Bus South. Through a pedestrian underpass, it is easy to get to the Field Museum from nearby Shedd Aquarium. South side express routes 2, 6, and 14 stop northbound there.

Mode split to the Field Museum resembled that of the Adler Planetarium and the Shedd Aquarium. Home zip code distribution also resembled the other two, with a slightly higher share of Chicagoans, though not as great as the Art Institute's local share. There was no significant change in this museum's mode split (see Appendix D) compared with the previous year.

This museum also experienced an increase in Chicagoans and a decrease in non-RTA Americans, though more moderate than at the Art Institute. Average Sunday attendance at this museum declined 20% from the 1990 Sunday average.

Shedd Aquarium/Oceanarium

In addition to benefiting from the pedestrian connection to the Field Museum and its parking, the Aquarium is a stronger traffic generator. The following survey results were gathered after the April, 1991 opening of the Oceanarium, which increased the Aquarium's average August attendance by 72% in 1991 over 1990 levels. Mode splits for the Shedd Aquarium showed a greater share of taxis than other museums. This museum also benefits from the nearby parking lots, and a free shuttle bus to more remote lots near Soldier Field. However, due to its location on northbound Lake Shore Drive, the Aquarium is difficult to reach directly from the north. CTA buses 130 and 146 stop here on the way back from the Field Museum and Adler Planetarium. Mode split for 1991 at this museum did not change significantly from the previous year, though the large increase in attendance means ridership increased. There were small increases (less than 2%) in CTA and taxis and a small decrease in the share using autos.

Visitors to the Shedd Aquarium were most likely to be from U.S. zip codes outside the RTA region, and least likely to be from the suburbs, of the four museums surveyed. Yet city and suburban visitors increased 12.0% indicating that local riding is increasing at more than the Art Institute. Americans outside RTA, despite their predominance, decreased 10.9%; this may be a short-term displacement due to the local appeal of this museum's new section.

The Adler Planetarium

This museum's location on a peninsula near 12th Street Beach and Meigs Field/Burnham Harbor makes it impossible to reach without passing one of the other museums first. A free but small parking lot and on-street meters are available. Nearly all meters were replaced during 1991. The only museum in the study area to offer free admission seven days a week, the Planetarium offers a cafeteria and rest rooms for nearby park visitors. Sky shows do require an admission fee or membership. The Adler Planetarium had the highest auto share of all museums surveyed. This is nearly the same mode split as in 1990.

Visitors to the Adler Planetarium were least likely to be from Chicago, yet most likely to be suburbanites, of all museums surveyed. This reflects the large drawing area of such a unique institution. This museum has also undergone a modest expansion below ground, notably a new cafeteria and an escalator connecting the two theater facilities. At this museum only, Chicagoans made up the same percentage as we observed in 1990, while the share of suburban visitors grew 13.8% and that of non-RTA Americans fell by the same amount.

Route 130 Markets -- Bus Rider Highlights

Because the route provides downtown distribution as well as museum and Metra access, riders on board the new route were asked the purpose of their travel. By surveying on three weekdays, a Saturday and a Sunday in August/September of 1991, we were able to get 1,098 surveys that included the weekday and weekend responses in a balanced manner.

Fifty percent of Route 130 riders were going to visit a museum or Soldier Field. Downtown employees were 31.7% of Route 130 riders in the summer, a figure kept low by Route 130's hours of service (no AM peak operation) and the availability of other bus routes on the Loop streets. Another 5.7% were employed at the museums or Park District Administration Building across McFetridge Drive from the Field Museum. This route's service hours are not intended to meet their commuting needs, but we did survey some of these employees during lunch hour trips on CTA. A total of 4.6% were members of one or more museums, 20% of whom also worked downtown or at the museums.

Though the museums provided members with information about the new route in greater detail than the general public received, members were not a large portion of the 130 ridership. It is likely that members are conditioned to riding Route 146 or another mode to the museums. Of the Shedd Aquarium visitors surveyed, only 9.3% were members; of the Art Institute visitors surveyed, 29.1% were members; other museums were around 14% members.

Over half of the route's ridership (58%) were museum visitors, who were neither members nor downtown employees. They named at least one cultural attraction they intended to visit. Because of multiple responses, these percentages total more than 100, and are listed in Table 1.

Table 1. Museums Visited by Route 130 Riders

Field Museum	34.8%
Adler Planetarium	22.5%
Shedd Aquarium	62.3%
Museum of Science & Industry	3.8%
Art Institute	16.9%

One-sixth (15.7%) visited both the Field and the Shedd. These two museums are in close proximity, and connected by a pedestrian tunnel. Reflecting the popularity of the new Oceanarium, 40.6% said they were visiting that location only, a major change from the combined visits observed in 1990, where only 20.9% were visiting Shedd alone.

A small additional use of Route 130 was related to CTA's 1990 fare structure. During most of the hours of operation of Route 130, the off-peak fare structure is in effect. A higher peak fare is in place at all times on the rapid transit system, but no differential is collected when transferring from bus to the higher-priced rail. Instead of using tokens, which are good on bus and rail at a price lower than any cash fare, a small number of riders were observed to be buying transfers on bus routes such as 130, riding one stop to the desired rapid transit station, and exiting (with a survey they could mail if desired). We received nineteen surveys from riders doing this (15 of them on weekdays); the purpose of their trip was to "get a transfer". We were surprised that this number increased from 1990. Apparently tokens are not the solution for these riders.

Compared with the museum visitor origins, Route 130 riders are more likely to be Chicagoans, and less likely to be from the part of the United States not served by RTA. Visitors from outside the RTA area were unlikely to experiment with transit if a private auto was available, based on mode of access responses. Home zip codes

for the riders of Route 130 are presented in Appendix D as a whole, rather than for individual museums, because so many riders intended to visit multiple museum locations.

Chicagoans working downtown were 24.9% of all Route 130 riders. Another 12.4% were suburbanites working downtown.

When Route 130 riders were asked how a change in hours might help them, 72.8% said no change was needed, only 9.6% wanted earlier service, and 17.5% wanted later service. The addition of later service should be considered again, as further expansion of service becomes warranted. Trip purposes that would be likely to take advantage of later service would not include museum visitors as such, but related purposes of park use, museum employment, and dining downtown.

Day of Week Differences On-Board

There were seven on-board survey questions in which it was relevant to consider the day of the week we administered the surveys. For example, 65.6% of all surveys came from weekday riders, 21.2% came from Saturday riders, and the other 13.2% received their surveys on Sunday. Among the highlights:

- Sunday ridership was 53.6% male, compared with 40% the other days. The Sunday Bears game was a factor in this result.
- Trip purposes reported work in 9.4% of weekend surveys, but 35.4% of weekday surveys. Museum visits were only 36.1% of weekday surveys, but reached 73.0% on Saturdays (when ridership is also highest), and 45.1% on Sundays.
- About three-fourths of the 80 reduced fare riders rode on weekdays (children were not surveyed).

Appendix D lists other items with differences by day of week, such as frequency of travel, and whether Route 130 makes riders more likely to visit museums or use Metra. Also, requests for later service were far heavier on Sundays, as the tables show.

Route 130 Alternatives

Modes used to get to Route 130 included various Metra lines in 27.8% of responses, auto only in 6.8%, and CTA or Pace in 53.2%. Another 8.6% walked; only 3.6% used taxis. Ticket types used by Metra riders indicated that 30.8% used a Metra Monthly Pass. Of Metra riders, 43.6% purchased one-way tickets and another 7.5% of the week's riders used Metra's weekend ticket, indicating a market of "choice riders".

If Route 130 did not exist, its riders were most likely to ride another CTA bus (56.9%), presumably the 146. Autos were the second choice for 7.2% of Route 130 riders, 13.8% would use taxis, 15.3% would walk, and 5.4% (21 daily riders) would not make the trip without Route 130.

Service Quality Ratings

Those who did ride Route 130 rated it highly on a scale of excellent to poor. Overall 89.0% called the route excellent or good; individual attributes of the route are shown in Table 2. There was no significant difference between 1991 and 1990 ratings by riders.

Table 2. Ratings of Route 130 by Riders
Percent Indicating Good or Excellent

Operator Courtesy	88.2%
Access to Museums	81.9%
Travel Time	88.2%
Waiting Time	78.1%

Museum visitors, most of whom could give no opinion of Route 130 operation, were instead asked their opinion of CTA bus service in general. The 1990 ratings took place just after decreases in crime had been reported and promoted by CTA. The 1991 ratings were not significantly different. Overall, CTA buses received good or excellent ratings from 28.1% of museum visitors. Other attributes are listed in Table 3. The large difference in ratings between riders and the rest of the market indicates a role for marketing, and monitoring or improvement of service quality on buses of all routes.

Table 3. Ratings of CTA Buses By Museum Visitors
Percent Indicating Good or Excellent

Direct Access to Museums	34.0%
Operator Courtesy	29.5%
Travel Time	28.7%
Waiting Time	23.4%
Cost of Bus Trip	25.3%
Safety from Crime	25.5%

Fare Preferences

Nearly all Route 130 users (92.3%) paid full fare. Most of the riders began their journeys with cash (52.0% of full fares) or tokens (18.9%). In 1991 relative to 1990, token use increased 8.7%; cash fares dropped 4.2% as riders became more familiar with the 1990 fare structure. Those using a transfer were only 13.2% of full fares, and all full fare passes combined were 15.9% of full fares. A detailed table of fare type classified by rider type can be found in Appendix E. These riders and museum visitors were asked their opinion of alternatives to the fare they paid that day. They expressed their preference on a five-point scale, ranging from "Definitely Use" to "Definitely Not Use". The percent responding "Definitely Use" or "Probably Use" to each alternative is shown in Table 4 below; responses do not total 100% down a column because a person choosing one alternative was not prevented from choosing others.

Only two of the fare alternatives are likely to increase CTA revenues, tokens and Visitor's Passes. Increased use of tokens in 1990 and 1991 has helped increase ridership greatly, and Metra sells CTA tokens at the Burlington Northern ticket windows outside of Chicago. This was the only fare option to show an increase in riders favoring "Definitely Use" and "Probably Use" in 1991 over 1990. All other options, and all those presented to museum visitors, fell sharply in 1991 acceptance vs. 1990. Visitor's Passes are currently unavailable to individuals, but a proposed price of \$4/day (2-day minimum) would bring revenue to CTA even if users did not travel to the museums on every day the pass was valid. Family Fares, by the way, are currently available to Metra riders on weekends. Teens ride at half-price and children are free with a fare-paying adult.

Museum Visitors' Willingness to Try Route 130

First of all, 85.2% of museum visitors had not heard of Route 130; only 1% of visitors reported using Route 130 to get to the museums. The survey was the primary means of informing 85% of museum visitors surveyed that the route existed. When asked if museum visitors would try the new route, 63.8% said yes, another 2.6% said maybe; the rest gave reasons why they would not, shown in Table 5.

Table 4. Likely to Use Alternative Fare

Fare Option	130 Riders		Museum Visitors	
	Definitely Use	Probably Use	Definitely Use	Probably Use
All-Day 130 Ticket	21.1%	22.9%	13.6%	18.8%
CTA Visitor's Pass Sold Downtown	27.5%	25.0%	15.7%	21.2%
Family Fare on 130 Only, All Riders	18.6%	15.6%	9.9%	11.9%
Family Fare on 130 Metra Riders Only	13.6%	16.1%	6.5%	10.9%
CTA Tokens Sold at Metra Stations	33.1%	19.4%	14.2%	13.5%

Other questions were cross-tabulated with the above results to search for potential marketing targets. These included home zip code, overall bus rating, household income, auto availability, and written suggestions. Zip code responses confirmed that many non-users were visitors, yet had one or more vehicles available for travel. But auto availability and income did not determine whether respondents were likely to try Route 130. Those who gave overall CTA bus ratings of "good" also expressed willingness to try the route. Those who were unwilling to try were also unwilling to respond to the rating question.

Size of travel party may also be a factor in the decision to take CTA. Individuals traveling alone rather than in groups were 48.1% of Route 130 riders and 18.4% of museum visitors. Yet the largest percentage of museum visitors (31.7%) traveled in a group of only 2 adults, a market we should be able to serve. In fact, 81.6% of museum visitors had a group size of 4 or smaller.

Route Awareness

Of museum visitors, 85.2% were not aware the route existed, even though CTA, the Grant Park Cultural and Educational Community, and Metra had done considerable marketing in print, CTA poster media, and radio commercial "tags". This 14.8% awareness rate for non-users is 5% higher than the 1990 rate.

Of interest is that 42.9% of those surveyed aboard the bus had boarded it without knowing which route it was. We became aware that many passengers thought they had boarded Route 146 Marine/Michigan. The media reported by riders who were aware of Route 130 are listed in Table 6.

Table 5. Museum Visitors' Willingness to Try Route 130
(Paraphrased Generic Quotations)

	1991	1990
Visitor/Out of RTA Region	21.9%	24.3%
Prefer to Drive	7.3%	3.9%
Never Ride CTA	0.8%	2.4%
Other CTA is Better	1.5%	<1.0%
Other, Specified	1.3%	3.7%
Other, Not Specified	0.8%	13.6%
Total Unwilling to Ride	33.6%	47.9%
Total Willing to Try Route 130	66.4%	52.1%

Table 6. How Respondents Learned of Route 130

	Route 130 Riders	Museum Visitors
Saw this survey	42.9%	87.0%
Bus stop sign	14.1%	3.1%
CTA personnel	6.9%	1.0%
Word of mouth	10.8%	1.7%
Signs inside CTA buses	2.8%	2.2%
130 Brochure	3.2%	1.0%
RTA Travel Information phone	.4%	0.2%
Radio advertising	0.7%	0.8%
Museum publications	2.7%	0.8%
CTA Map Advertisement	2.6%	0.8%
Metra Newsletter	1.4%	0.1%
Museum personnel	2.1%	0.1%
Hotel personnel	0.1%	0.3%
Other	5.5%	0.9%
Total	100.0%	100.0%

With these low awareness figures in mind, it is not surprising that in this survey, few respondents indicated they would change their travel patterns (Table 8) to increase their use of the museums or of Metra (Table 7):

Table 7. Future Behavior as a Result of Route 130

Will Route 130 make you...	Route 130 Riders	Museum Visitors
- Visit museums more often	30.0%	20.5%
- Visit museums less often	3.9%	4.2%
- Not affect museum visit frequency	66.1%	75.3%
- Ride Metra more often	15.2%	13.4%
- Ride Metra less often	4.8%	3.3%
- Not affect Metra usage	80.1%	83.3%

Table 8. Frequency of Travel

Frequency of Travel (all purposes):	This Trip	CTA on Weekdays
Infrequently	34.7%	
1-11 times a year	21.4%	
1-3 times a month	10.2%	72.6% Not at all
Every week	12.3%	15.6% 1-4 days a day
More than weekly	21.4%	11.7% Every weekday

DEMOGRAPHICS OF RESPONDENTS

Response rates to Route 130 survey demographic questions were very high. There were 1,098 completed surveys returned to CTA from riders of Route 130, and 1,079 returned from museum visitors. The lowest response rate was 84%, for the income question on each survey; the others were answered by 95% or more of respondents.

Sex

While museum visitors were equally likely to be male (48%) or female (52%), 60% of Route 130 riders were female in both years of the surveys. This share is toward the high end of the range obtained in earlier surveys of CTA riders (55% to 63%), but is well

below the 71.5% female share observed on Culture Buses in 1989.

Age

The median age of museum visitors was 33.5 years; for Route 130 riders it was 35.1 years, both unchanged from 1990 levels. These responses were based on a set of age ranges (Table 9) rather than obtaining the respondents' exact age.

Table 9. Age in 1991 Survey

Route 130 Riders	Age Range	Museum Visitors
3.5%	12 to 17	5.7%
14.8%	18 to 24	15.6%
29.2%	25 to 34	30.2%
22.3%	35 to 44	25.7%
22.9%	45 to 64	18.5%
7.3%	65 or over	4.3%

Children under 12 were not included in the survey. The 18 to 44 age group, more than the others, rides most CTA service much more than they ride route 130.

Ethnicity

Age, sex, and racial groups (Table 10) were included based on the need to match in the surveys the demographic mix we saw at the museum entrances.

Route 130 serves proportionately more whites than other CTA services as a whole, and about the same share of Hispanics.

Household Size

Respondents were asked how many people live in their household, including themselves. The mean household size was 2.8 (an 0.2 decrease) for Route 130 riders and 3.1 (unchanged from 1990) for museum visitors. Frequency distributions were also similar for both groups (Table 11).

Table 10. Ethnicity in 1991 Survey

Route 130 Riders	Ethnicity	Museum Visitors
7.2%	Hispanic Origin	7.1%
25.1%	Black or African-American	10.9%
62.3%	White	72.9%
3.7%	Asian	7.3%
0.3%	American Indian	0.3%
1.4%	Other	1.6%

Table 11. Household Size in 1991 Survey

Route 130 Riders	Household Size	Museum Visitors
19.5%	1	14.4%
28.7%	2	27.5%
19.5%	3	18.8%
18.6%	4	22.2%
8.5%	5	9.5%
5.4%	6 or more	7.6%

Auto Availability

Respondents reported the number of motor vehicles available for household travel (Table 12). Using 4 to denote 4 or more vehicles, and including those with zero vehicles available, the mean was 1.4 vehicles for Route 130 riders and 1.8 for museum visitors; both decreased only 0.1 from the 1990 mean.

Though the two groups were equally likely to be "one or two car households" in either survey, museum users were less likely to have zero vehicles and more likely to have 3 or more vehicles. Of Route 130 riders, 80% did have a vehicle available in the household, but chose CTA. This is slightly higher than the 75% (MOR 1988 phone survey) riding other CTA services by choice, and was planned as a baseline for comparison between the two surveys of this route. However, there was no change in the percentage with auto available to the household who chose to ride Route 130 in 1991; it remained at 80%.

Table 12. Auto Availability in 1991 Survey

Route 130 Riders	Vehicles Available	Museum Visitors
20.5%	0	9.0%
33.4%	1	32.9%
32.9%	2	35.3%
8.9%	3	15.2%
4.3%	4 or more	7.6%

Household Income

The combined 1990 income of all household members (Table 13) was higher for museum visitors than for Route 130 riders. As with age, respondents selected one of several ranges.

Table 13. Household Income in 1991 Survey

Route 130 Riders	Household Income	Museum Visitors
7.7%	Under \$10,000	5.2%
11.5%	\$10,001-20,000	7.4%
17.4%	20,001-30,000	15.4%
18.9%	30,001-40,000	21.6%
16.5%	40,001-50,000	15.8%
15.2%	50,001-70,000	16.2%
12.9%	Over \$70,000	18.4%

Based on this table, medians were interpolated at \$37,100 for Route 130 riders (including downtown commuters) for Route 130 riders and \$40,300 for museum visitors. These are both slight increases over the previous year's reported incomes. CTA is serving all income groups, but museum visitors as a group tended to have higher incomes. Cross-tabulation of income with reasons not to try Route 130 showed that 32% of people who "prefer to drive" had household incomes over \$70,000.

CONCLUSIONS

Ridership has grown in Route 130's first year. According to surveys administered to non-riders, there are possibilities for further increasing CTA's market share at little cost. At present, few people are aware of the route unless they see the bus or a bus stop sign; more costly marketing methods have been used, but not successfully. The rides we observed on board the route were served by the previously existing Route 146 in some cases. However, ridership on this route has not changed due to Route 130's creation, judging from schedule changes made to both routes each season. CTA's overall market share of Grant Park travel appears to have increased. CTA needs to direct future marketing efforts to the 18 through 44 ranges, which were under-represented in survey results.

If CTA is to increase market share so that the other museums in the park appeal to riders as much as the Art Institute on Michigan Avenue, improvement in waiting time or reliability may be in order. Those surveyed had the lowest opinion of Route 130's waiting time (compared with other attributes). Furthermore, we observed that on most days of the survey, CTA's anti-overtime cost control policy (begun August, 1991) made it impossible to operate all four scheduled runs on this route. The point is not that this route deserves special attention, but that the loss of a small number of runs is felt most heavily on routes that are scheduled to need only a small number of runs.

It was also difficult for CTA to operate reliable service at the bus stop near the Aquarium on northbound Lake Shore Drive. Buses were very often unable to make a stop there because the area intended for buses and taxis to pull off the Drive was full of private buses and cars. Routes 2, 6, 14, and 146 were also affected. CTA will need assistance in keeping this area clear, or it may be necessary to direct riders of Routes 130 and 146 to a more consistently available stop eastbound on Solidarity Drive, near the Aquarium's south door.

APPENDIX A: SURVEYS AND MAP

GRANT PARK MUSEUM VISITOR SURVEY

Chicago Transit Authority

Please help us improve service to the Grant Park area by completing your survey. Please give it to the CTA volunteer at this museum as you leave, or mail it, postage paid, within five days.

Is this the first time that you have completed this survey today?

1. Yes 2. No, thanks, please return this survey

1. Which museums did/will you visit today? Check all that apply.

- 1. Field Museum of Natural History
- 2. The Adler Planetarium
- 3. Shedd Aquarium/Oceanarium
- 4. Museum of Science and Industry
- 5. Art Institute of Chicago
- 6. Other (please list) _____

2. When you received this survey, how many people were in your traveling party?
1. Just me 2. A total of: _____ adults and _____ children under 12

3. How did you get to this museum today? Check all that apply.

- 1. Auto Price for parking? \$ _____
- 2. CTA Bus, Route number? _____
- 3. CTA Rail
- 4. Pace Bus
- 5. Taxi
- 6. Tour bus
- 7. Metra to Union Station
- 8. Metra to North Western Station

963 600 }

Metra Fare Payment:
1. Monthly or Weekly Ticket
2. 10-Ride Ticket
3. One-Way

9. Other (please specify) _____

4. How often do you travel to the place you are going today? Check the ONE best answer.
1. Less than once a year 4. Every week
2. More than once a year 5. More than once a week
3. 1 to 3 times a month 6. Not until now

5. Did you know that a new CTA bus route, #130 Grant Park Treasures, serves this museum area and the train stations west of the Loop?

1. Yes 2. Not until now

6. How did you first hear about Route #130 bus service? Check one.
1. Saw this survey 8. Radio advertising
2. Word of mouth 9. Museum publication
3. CTA personnel 10. Museum personnel
4. Bus stop sign 11. Hotel personnel
5. Grant Park Treasures brochure 12. Metra newsletter or mailing
6. Advertising on CTA vehicles/stations 13. CTA Map add
7. RTA Travel Info phone 14. Other (please specify) _____

15842 rev. 4/91 IP/AM/CD/R/BS/CH

No Postage
Stamp Necessary
If Mailed in the
United States

BUSINESS REPLY CARD
FIRST CLASS MAIL PERMIT NO. 11103 (SEC. 34-9 P.L. & R.) CHICAGO, IL

POSTAGE WILL BE PAID BY ADDRESSEE

Chicago Transit Authority
Mr. Evan Fowler
Special Project Liaison
Merchandise Mart, Box 3555
Chicago, IL 60654-9989

tape here



Thank you for your help. We would like to know a few things about you. This helps us to ensure that our survey represents all groups of riders.

7. This service currently operates from about 10 A.M. until 5:30 P.M. For your needs, do you:

1. Like it 2. Need earlier service 3. Need later service

8. Compared to the number of times you now travel to that location, will CTA's Route #130 change the number of times you expect to visit in the future?

1. Visit more often 2. Visit less often 3. No change

9. Will Route #130 service change your use of Metra commuter train service?

1. Will ride Metra more 2. Will ride Metra less 3. No change

10. How often did you ride CTA on weekdays last week?

1. Every weekday 2. 1 to 4 days 3. Not at all

11. Please rate the following attributes of CTA Bus service

	Excellent	Good	Fair	Poor	No Opinion
Time spent waiting for bus	<input type="checkbox"/>				
Time spent riding the bus	<input type="checkbox"/>				
Operator courtesy	<input type="checkbox"/>				
Cost of trip	<input type="checkbox"/>				
Direct access to museums	<input type="checkbox"/>				
Safety from crime	<input type="checkbox"/>				
Overall quality	<input type="checkbox"/>				

12. Please check each category that applies to you.

1. Member of one or more museums (Family Membership included)
2. Employee of one of the museums
3. Volunteer at one of the museums
4. None of the above

13. Will you try Route #130 Grant Park Treasures in the future?

1. Yes 2. No, because _____

14. Please indicate your preference for each of these proposed alternative fares to ride Route #130.

Compared to the \$1.00 Sunday cash fare, would you:

Alternative Fare	Definitely Use	Probably Use	Maybe Use	Probably Not Use	Definitely Not Use
A All-day ticket for Route #130 only, sold similar to Culture Buses.	<input type="checkbox"/>				
B All-day Visitors Pass for all CTA service, sold at downtown locations	<input type="checkbox"/>				
C Family Fare discounts on CTA Route #130 only (Teen's half price, children free)	<input type="checkbox"/>				
D Family Fare discounts on CTA Route #130 for Metra riders only	<input type="checkbox"/>				
E CTA Token 10-packs sold at Metra stations for \$9.00	<input type="checkbox"/>				

22. In your opinion what could be done to improve access to the Grant Park museums?

Thank you for your time and cooperation.

#130 GRANT PARK TREASURES SURVEY



Please help us improve service on this new route by completing your survey. Please give it to the CTA volunteer on this bus as you leave, or mail it, postage paid, within five days.

1. Is this the first time that you have completed this survey today?
1. Yes 2. No, thanks, please return this survey
2. What is the main reason you are riding Route #130 today? Please mark the ONE best answer.
1. Visit a museum (Go to "3") 4. Work
2. Shopping 5. Other (please specify) _____
3. College

3. **Museum visitors only.**
Which museums did/will you visit today? Check all that apply.
1. Field Museum of Natural History
2. The Adler Planetarium
3. Shedd Aquarium/Oceanarium
4. Art Institute of Chicago
5. Other (please list) _____

4. What did you give or show the driver when you boarded this bus?
1. Cash 5. CTA \$60 or \$25 Everyday Pass
2. Token 6. CTA \$45 Weekday Pass
3. CTA Transfer 7. Pace \$45 or \$25 Pass
4. Pace Transfer 8. Pace Link-Up \$36 Passport
9. CTA Employee Pass

5. Which type of fare did you pay?
1. Full 2. Senior Citizen 3. Disabled Rider
6. When you received this survey, how many people were in your traveling party?
1. Just me 2. A total of _____ adults and _____ children under 12
7. Which of the following types of vehicles did you use to get to the place where you boarded this bus today? Check all that apply
1. CTA Bus
2. CTA Rail
3. Pace Bus
4. Taxi
5. Auto Price for parking? \$ _____
6. Metra to Union Station 7. Metra to North Western Station
7. Metra Monthly or Weekly Ticket
8. Other (please specify) _____

No Postage
Stamp Necessary
If Mailed in the
United States

BUSINESS REPLY CARD
FIRST CLASS MAIL PERMIT NO. 11103 (SEC. 34.9 PL. & R.) CHICAGO, IL

POSTAGE WILL BE PAID BY ADDRESSEE

Chicago Transit Authority
Mr. Evan Fowler
Special Project Liaison
Merchandise Mart, Box 3555
Chicago, IL 60654-9989

tape here



8. How did you first hear about Route #130 bus service? (Check One)	<input type="checkbox"/> Saw this bus <input type="checkbox"/> Word of mouth <input type="checkbox"/> CTA personnel <input type="checkbox"/> Bus stop sign <input type="checkbox"/> Grant Park Treasures brochure <input type="checkbox"/> Advertising on CTA vehicles/stations <input type="checkbox"/> RTA Travel Info phone <input type="checkbox"/> Other (please specify) _____																																			
9. If Route #130 did not run for the trip you are making today, how would you get to your destination? (check what you would have used today)	<input type="checkbox"/> CTA Bus <input type="checkbox"/> Auto <input type="checkbox"/> Taxi <input type="checkbox"/> Walked <input type="checkbox"/> Would not make trip <input type="checkbox"/> Other (please specify) _____																																			
10. This service currently operates from about 10 A.M. until 5:30 P.M. For your needs, do you:	<input type="checkbox"/> Like it <input type="checkbox"/> Need earlier service																																			
11. Please rate the following attributes of Route #130 service.	<table border="0"> <tr> <td>Excellent</td> <td>Good</td> <td>Fair</td> <td>Poor</td> <td>No Opinion</td> </tr> <tr> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Time spent waiting for bus</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Time spent riding this bus</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Operator courtesy</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Direct access to museums</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Overall quality</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> </table>	Excellent	Good	Fair	Poor	No Opinion	<input type="checkbox"/>	Time spent waiting for bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Time spent riding this bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Operator courtesy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Direct access to museums	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Overall quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				
Excellent	Good	Fair	Poor	No Opinion																																
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																																
Time spent waiting for bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																																
Time spent riding this bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																																
Operator courtesy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																																
Direct access to museums	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																																
Overall quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																																
12. Please check each category that applies to you.	<input type="checkbox"/> Employee downtown or at park District (skip to #17) <input type="checkbox"/> Member of one or more museums (Family Membership included) <input type="checkbox"/> Employee or one of the museums <input type="checkbox"/> Volunteer at one of the museums <input type="checkbox"/> None of the above																																			
13. Please indicate your preference for each of these alternative fares to ride Route #130. Compared to what you paid today, would you:	<table border="0"> <tr> <td>Definitely Use</td> <td>Probably Use</td> <td>Maybe Use</td> <td>Not Use</td> <td>Definitely Not Use</td> </tr> <tr> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> </table>	Definitely Use	Probably Use	Maybe Use	Not Use	Definitely Not Use	<input type="checkbox"/>																													
Definitely Use	Probably Use	Maybe Use	Not Use	Definitely Not Use																																
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																																
Alternative Fare																																				
A All-day ticket for Route #130 only, sold similar to Culture Passes	<input type="checkbox"/>																																			
B All-day Visitor's pass for all CTA service, sold at downtown locations	<input type="checkbox"/>																																			
C Family Fare discounts on CTA Route #130 only (Teens half price, children free)	<input type="checkbox"/>																																			
D Family Fare discounts on CTA Route #130 for Metra riders only	<input type="checkbox"/>																																			
E CTA Token 10-packs sold at Metra stations	<input type="checkbox"/>																																			

14. How often do you travel to the place you are going today?
 1 Less than once a year
 2 More than once a year
 3 1 to 3 times a month
 4 Every week
 5 More than once a week

15. Compared to the number of times you now travel to that location, will CTA's Route #130 change the number of times you expect to visit in the future?
 1 Visit more often 2 Visit less often 3 No change
 4 Will ride Metra more 5 Will ride Metra less

16. Will Route #130 service change your use of Metra commuter train service?
 1 Will ride Metra more 2 Will ride Metra less

Thank you for your help. We would like to know a few things about you.
 This helps us to ensure that our survey represents all groups of riders.

17. Are you:
 1 Male 2 Female

18. What is your home zip code? _____

19. Are you: 1 Hispanic 2 Black/African-American 3 White 4 Asian 5 American Indian 6 Other _____

20. Is your age: 1 12-17 2 18-24 3 25-34 4 35-44

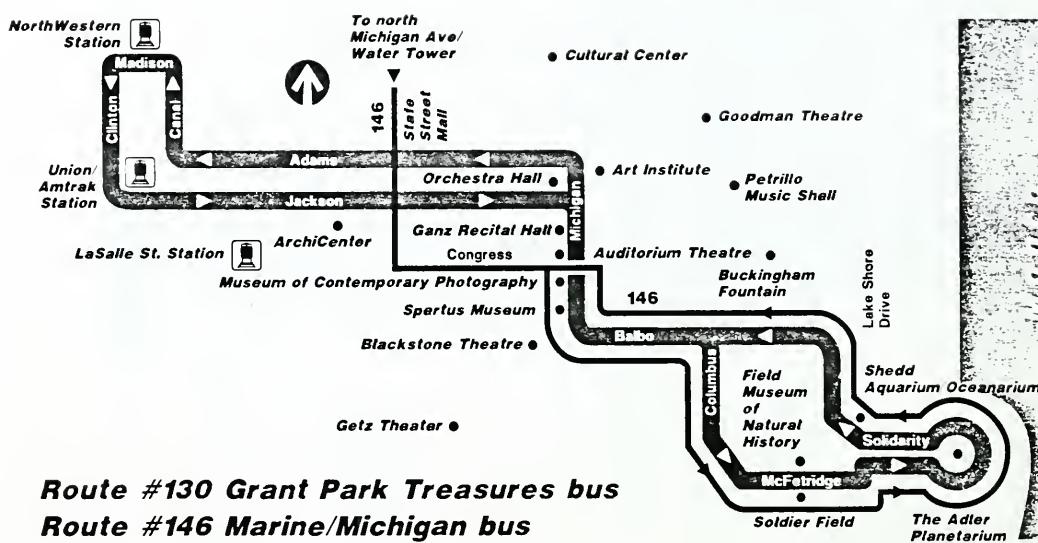
21. How many people live in your household? (circle one)
 1 2 3 4 5 6 7 8 9 or more

22. How many motor vehicles (car, van, or other) are available to you and members of your household? (circle one)
 0 1 2 3 4 or more

23. What was your combined household income last year (1990)?
 1 Under \$10,000 2 \$10,001-\$20,000 3 \$20,001-\$30,000 4 \$30,001-\$40,000
 5 \$40,001-\$50,000 6 \$50,001-\$70,000 7 Over \$70,000

24. In your opinion, what could be done to improve the quality of this bus ride or service?

Thank you for your time and cooperation.



Route #130 Grant Park Treasures bus

Route #146 Marine/Michigan bus

APPENDIX B: SURVEY METHOD

Route 130 Grant Park Treasures was created through RTA New Service Initiatives funding and private sector involvement as focused through the Grant Park Cultural and Educational Community. Metra was also involved, because the route serves most downtown Metra stations and may encourage commuter rail use. The 1990 and 1991 surveys were part of the monitoring process stipulated in the RTA New Initiatives funding agreement.

Survey Design

The on-board survey had some of the same questions as the questionnaire given to visitors entering the Adler Planetarium, Art Institute, Field Museum of Natural History, and Shedd Aquarium/Oceanarium. Museum visitors were asked if they would try Route 130; on-board respondents reported what fare they paid. The other questions were nearly identical. Included among these were subjective ratings of CTA bus service and access to museums, proposed fare alternatives, frequency of travel, home and destination locations, evaluation of Route 130 service hours, and media used to learn about the new route.

The survey was pretested in July of 1990 and was unchanged between the 1990 and 1991 surveys (except for the addition of a reference to the Oceanarium). All surveys took three to five minutes to complete, and contained a postage-paid mailback feature for convenience.

Sample Design--Route 130 Riders

We attempted to survey every person over age 12 boarding Route 130 on three weekdays, a Saturday, and a Sunday at the end of August, 1991. They were issued a survey as they boarded Route 130 at any stop, in any direction, throughout the day. However, we did include a screening item at the top of every survey to discourage the same person from completing multiple surveys in a single day.

Sample Design--Museum Visitors

We gave surveyors at museum entrances enough surveys (based on 1990 survey work) to last throughout the day and more. Surveys were distributed evenly all day to entering visitors. Surveyors were trained to avoid bias based on age, sex, or race. To avoid over-representing large groups of visitors traveling together, we gave one survey to each group of people visiting the museums.

Overall Response Rates

We distributed 1,427 on-board surveys, received 1,100 back, and found that 1,098 or 77% of those distributed contained usable data. All surveys were printed in English, but surveyors were able to interview in foreign languages on several occasions.

Of 1,916 surveys distributed in museums, 1,136 were returned to us, and 1,079 or 56% of those distributed contained usable data.

Sampling Method and Confidence Interval

Early traffic checks and our 1990 survey showed that Route 130 had low ridership, though 25% higher than 1990 levels. Buses would not pick up enough people at "key" stops for us to consider surveying people as they waited (up to 20 minutes) for a bus. There were only three buses in operation at a time, with plenty of room to maneuver inside buses and survey all riders boarding at every stop, after they were seated. Survey distribution at museums was intended to reach 2,100 visitors over both Sundays, and in fact we gave out 1,916. Though fewer surveys were returned than we had anticipated (1,136 rather than 1,510), 95% of those returned contained useful data rather than the 80% we expected. The 1,079 usable museum visitor surveys were close to the goal of 1,208 usable surveys needed to produce reliable data for mode split to individual museums.

At the smallest level of analysis we sought for the museum visitor data (mode of access to each museum), we calculated a standard error of $\pm 4\%$ and a 95% confidence interval on the mode splits by museum in our samples for both years.

APPENDIX C: SURVEY ADMINISTRATION

Each surveyor was issued 300 surveys for the assigned run, double the previous year's quantity to cover ridership changes. This was enough to survey all boarding passengers on the runs we covered. Museum surveyors were assigned 500 surveys and instructed to distribute them evenly all day. We had scheduled two people each day at the Field Museum, and one at each of the other museums. Whenever possible, another person was assigned to assist by attracting people with CTA promotional materials. We secured permission to work inside the entrance of each museum, just after entrance fees were paid. For the free-admission Planetarium, a point next to the counting turnstiles downstairs was selected. We surveyed at both the north and south doors of the Field Museum. This method helped us intercept visitors when they were orienting themselves in the museums, but not exposed to the weather nor looking through purses and wallets.

Only 3.5 person-days of survey distribution were needed to ride all scheduled trips each day, covering breaks in the three runs with a half-day reliever. In addition, surveyors' time commitment was less than that of bus operators because surveyors did not have to remain on the bus between trips, nor between North Western Station and Kedzie Garage.

At the Northwestern Atrium Center building, CTA's volunteers began and ended their survey work, calling in and out on beepers rented for the field supervisors so they could respond to the surveyors' needs. Field supervisors walked through the museum campus and also met all buses, to verify surveys were being conducted properly. Surveyors noted the time of any breaks they took from their assigned locations; those on board noted the numbers of the buses they rode. They were also required to note the time each survey was given (or refused--this rarely happened) and returned. This information is on file. Other factors affecting the survey are discussed below.

Weather

The survey was intended to be conducted rain or shine. There was generally sunny and mild weather on the survey dates. These were August 25 and September 8 (Sundays) at museums, and August 28-September 1 on board Route 130.

Ridership on Survey Dates

Every time a person boards a CTA bus, the operator presses one of eight keys to count the type of rider. The route totals below include all information from buses without farebox adjustment factors while route number 130 was set in the farebox on the selected dates.

Wednesday, August 28, 1991: 285 riders received 237 surveys.
Thursday, August 29, 1991: 367 riders received 316 surveys.
Friday, August 30, 1991: 371 riders (and more boarding a bus with a malfunctioning farebox) received 394 surveys.
Saturday, Average for 7th Period, 1991: 480 riders received 291 surveys on August 31.
Sunday Average for 7th Period, 1991: 200 riders received 189 surveys on September 1.

Response rates by date show usable responses to the Route 130 rider survey divided by the number distributed:

August 28:	174/237 = 73.4%
August 29:	278/316 = 88.0%
August 30:	268/394 = 68.0%
August 31:	233/291 = 80.1%
September 1:	145/189 = 76.7%

These are uniformly high response rates. We were able to survey every person who rode Route 130 on these survey dates, and the resulting rates show that over two-thirds of them completed and returned a usable survey.

Distribution by date and run/museum is listed in Appendix D.

Unusual Events

It is a distinguishing feature of cultural and recreational destinations that something different or exciting is always happening. However, we chose the survey dates to avoid disruptive occasions such as construction, accidents, major holidays, parades, or sporting events. Because Chicago usually has a different weekend festival operating every weekend of the summer season, these festivals are in a sense typical.

During the on-board weekend and second half of the museum visitor survey a Jazz Festival was underway near the Petrillo Music Shell at Jackson and Columbus in Grant Park. There was also a home game (exhibition) at Soldier Field for the Chicago Bears on Sunday, September 1st. The Art Institute featured an exhibit on 1930's German art throughout the survey period.

Boardings on Route 130 can increase greatly or remain flat as a given bus passes along the Adams or Jackson bus lanes. Though many other routes operate on these streets between Michigan and Union Station, Route 130's ridership will increase if a given bus happens not to follow other buses too closely, and in addition offers enticing seating capacity to riders whose regular routes are often crowded. Low ridership on Route 130 will occur when the bus closely follows another route's bus, especially if there is room on the preceding bus for boarding passengers. Scheduling cannot correct this occurrence, but many commuters were pleased to see another, less-crowded bus serving their station.

APPENDIX D: SUPPLEMENTAL SURVEY RESULTS
 Visitors to Grant Park Museums in Summer, 1991
 Home Location and Mode of Access

Home Location	All Four Museums	Art Institute	Field Museum	Shedd Aquarium	Adler Planetarium
Chicago	29.4%	38.9%	26.6%	24.7%	23.9%
RTA North Suburbs	14.9%	17.4%	13.2%	10.7%	20.4%
RTA South Suburbs	7.6%	5.7%	8.1%	7.0%	9.3%
Non-RTA US	44.8%	32.4%	47.3%	54.2%	44.4%
Outside US	3.4%	5.6%	4.8%	3.4%	2.0%
Mode of Access					
Auto	62.9%	47.8%	63.0%	63.6%	67.7%
CTA Bus	10.1%	13.0%	9.4%	8.7%	9.8%
Bus--Final Access	2.3%	2.2%	1.9%	3.3%	3.9%
CTA Rail	5.2%	15.2%	2.9%	2.0%	2.5%
Taxi	6.9%	6.2%	8.2%	10.4%	5.6%
Other	12.6%	15.6%	14.6%	12.0%	10.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

CTA GRANT PARK MUSEUM VISITOR SURVEY
 TAKEN AUG 25 AND SEPT 8 IN MUSEUMS
 RESPONSES FROM ALL SURVEYS RETURNED

WHERE DISTRIBUTED

SERIAL	Frequency	Percent	Cumulative	Cumulative
			Frequency	Percent
FIELD	315	29.2	315	29.2
SHEDD	281	26.0	596	55.2
ADLER	258	23.9	854	79.1
ART INST	225	20.9	1079	100.0

CTA GRANT PARK MUSEUM VISITOR SURVEY
 MODE SPLIT FROM ALL SURVEYS RETURNED
 ACCESS MODE SPLIT

MODES USED TODAY

MODES	Frequency	Percent	Cumulative	Cumulative
			Frequency	Percent
METRA	18	1.7	18	1.7
AMTRAK	1	0.1	19	1.8
OTHER BUS	42	3.9	61	5.7
WALK	68	6.3	129	12.0
AUTO	674	62.9	803	74.9
BIKE	1	0.1	804	75.0
BUS FEEDER	25	2.3	829	77.3
CTA RAIL	56	5.2	885	82.6
PACE	5	0.5	890	83.0
TAXI	74	6.9	964	89.9
CTA BUS	108	10.1	1072	100.0

Frequency Missing = 7

CTA GRANT PARK MUSEUM VISITOR SURVEY
 MODE SPLIT FROM ALL SURVEYS RETURNED
 LINE HAUL MODE SPLIT

MODES USED TODAY

MODES	Frequency	Percent	Cumulative	Cumulative
			Frequency	Percent
METRA	25	2.3	25	2.3
AMTRAK	1	0.1	26	2.4
OTHER BUS	41	3.8	67	6.3
WALK	68	6.3	135	12.6
AUTO	676	63.1	811	75.7
CTA BUS	112	10.4	923	86.1
CTA RAIL	73	6.8	996	92.9
PACE	5	0.5	1001	93.4
TAXI	71	6.6	1072	100.0

Frequency Missing = 7

CTA GRANT PARK MUSEUM VISITOR SURVEY
 TAKEN AUG 25 AND SEPT 8 IN MUSEUMS
 RESPONSES FROM ALL SURVEYS RETURNED

WHERE VISITING TODAY

MUSEUMS	Frequency	Percent	Cumulative Frequency	Cumulative Percent
TERRA MUSEUM	1	0.1	1	0.1
CHILDRENS MUS	1	0.1	2	0.2
FIELD MUSEUM	185	17.5	187	17.7
FIELD/ADLER	22	2.1	209	19.8
FLD/ADLER/SHEED	31	2.9	240	22.7
FLD/SHD/MSI	9	0.9	249	23.5
ALL FIVE	11	1.0	260	24.6
ALL FOUR	3	0.3	263	24.9
FLD/ADLER/MSI	3	0.3	266	25.1
FIELD/SHEED	92	8.7	358	33.8
FLD/SHEED/MSI	11	1.0	369	34.9
FLD/SHD/MSI/ART	1	0.1	370	35.0
FLD/SHEED/ART	9	0.9	379	35.8
FIELD/MSI	11	1.0	390	36.9
FIELD/MSI/ART	1	0.1	391	37.0
FIELD/ART INST	26	2.5	417	39.4
FIELD/SEARS T	1	0.1	418	39.5
PLANETARIUM	123	11.6	541	51.1
ADLER/SHEED	65	6.1	606	57.3
ADLR/SHD/MSI	5	0.5	611	57.8
ADL/SHD/MSI/ART	1	0.1	612	57.8
ADLER/SHD/ART	5	0.5	617	58.3
ADLER/MSI	2	0.2	619	58.5
ADLER/MSI/ART	2	0.2	621	58.7
ADLER/ART INST	4	0.4	625	59.1
ADLER/SEARS T	1	0.1	626	59.2
SHEED AQUARIUM	196	18.5	822	77.7
SHEED/MSI	10	0.9	832	78.6
SHEED/MSI/ART	4	0.4	836	79.0
SHEED/ART INST	13	1.2	849	80.2
MUSEUM OF S/I	11	1.0	860	81.3
MSI/ART INST	3	0.3	863	81.6
ART INSTITUTE	193	18.2	1056	99.8
ART/SEARS	1	0.1	1057	99.9
SEARS TOWER	1	0.1	1058	100.0

Frequency Missing = 21

GRDUP SIZE

GRDUP	Frequency	Percent	Cumulative Frequency	Cumulative Percent
0	13	1.2	13	1.2
1	199	18.4	212	19.6
2	342	31.7	554	51.3
3	144	13.3	698	64.7
4	182	16.9	880	81.6
5	78	7.2	958	88.8
6	45	4.2	1003	93.0
7	26	2.4	1029	95.4
8	11	1.0	1040	96.4
9	8	0.7	1048	97.1
10	5	0.5	1053	97.6
11	8	0.7	1061	98.3
12	7	0.6	1068	99.0
13	2	0.2	1070	99.2
14	1	0.1	1071	99.3
19	1	0.1	1072	99.4
24	2	0.2	1074	99.5
25	1	0.1	1075	99.6
36	1	0.1	1076	99.7
37	1	0.1	1077	99.8
41	1	0.1	1078	99.9
43	1	0.1	1079	100.0

CTA GRANT PARK MUSEUM VISITOR SURVEY
 TAKEN AUG 25 AND SEPT 8 IN MUSEUMS
 RESPONSES FROM ALL SURVEYS RETURNED

OPINIONS OF CTA BUSES: WAITING TIME

WAIT	Frequency	Percent	Cumulative	Cumulative
			Frequency	Percent
EXCELLENT	56	6.5	56	6.5
GOOD	146	16.9	202	23.4
FAIR	160	18.5	362	41.9
POOR	88	10.2	450	52.1
NO OPINION	414	47.9	864	100.0

TRAVEL TIME OPINION

RIDE	Frequency	Percent	Cumulative	Cumulative
			Frequency	Percent
EXCELLENT	50	5.9	50	5.9
GOOD	193	22.8	243	28.7
FAIR	150	17.7	393	46.4
POOR	50	5.9	443	52.3
NO OPINION	404	47.7	847	100.0

OPERATOR COURTESY OPINION

OPER	Frequency	Percent	Cumulative	Cumulative
			Frequency	Percent
EXCELLENT	73	8.7	73	8.7
GOOD	175	20.8	248	29.5
FAIR	153	18.2	401	47.7
POOR	41	4.9	442	52.6
NO OPINION	399	47.4	841	100.0

OPINION ON COST OF CTA BUS TRIP

COST	Frequency	Percent	Cumulative	Cumulative
			Frequency	Percent
EXCELLENT	60	7.2	60	7.2
GOOD	152	18.1	212	25.3
FAIR	153	18.3	365	43.6
POOR	78	9.3	443	52.9
NO OPINION	395	47.1	838	100.0

OPINION ON DIRECT ACCESS TO MUSEUMS

ACCESS	Frequency	Percent	Cumulative	Cumulative
			Frequency	Percent
EXCELLENT	104	12.5	104	12.5
GOOD	179	21.5	283	34.0
FAIR	74	8.9	357	42.9
POOR	40	4.8	397	47.7
NO OPINION	435	52.3	832	100.0

SAFETY FROM CRIME OPINION

CRIME	Frequency	Percent	Cumulative	Cumulative
			Frequency	Percent
EXCELLENT	58	6.9	58	6.9
GOOD	156	18.6	214	25.5
FAIR	126	15.0	340	40.6
POOR	73	8.7	413	49.3
NO OPINION	425	50.7	838	100.0

OVERALL OPINION OF CTA BUSES

OVERALL	Frequency	Percent	Cumulative	Cumulative
			Frequency	Percent
EXCELLENT	56	6.7	56	6.7
GOOD	180	21.5	236	28.1
FAIR	163	19.4	399	47.6
POOR	36	4.3	435	51.8
NO OPINION	404	48.2	839	100.0

CTA GRANT PARK MUSEUM VISITOR SURVEY
 TAKEN AUG 25 AND SEPT 8 IN MUSEUMS
 RESPONSES FROM ALL SURVEYS RETURNED

PREFER ALL-DAY TICKET TO \$1 CASH FARE

Q14A	Frequency	Percent	Cumulative	Cumulative
			Frequency	Percent
DEFINITELY	108	13.6	108	13.6
PROBABLY	149	18.8	257	32.4
MAYBE	212	26.7	469	59.1
PROBABLY NOT	127	16.0	596	75.1
DEFINITELY NOT	198	24.9	794	100.0

Frequency Missing = 285

PREFER ALL-DAY CTA PASS FOR VISITORS

Q14B	Frequency	Percent	Cumulative	Cumulative
			Frequency	Percent
DEFINITELY	124	15.7	124	15.7
PROBABLY	168	21.2	292	36.9
MAYBE	187	23.6	479	60.6
PROBABLY NOT	123	15.5	602	76.1
DEFINITELY NOT	189	23.9	791	100.0

Frequency Missing = 288

PREFER FAMILY FARE FOR ALL ON ROUTE 130

Q14C	Frequency	Percent	Cumulative	Cumulative
			Frequency	Percent
DEFINITELY	76	9.9	76	9.9
PROBABLY	91	11.9	167	21.8
MAYBE	172	22.5	339	44.3
PROBABLY NOT	162	21.1	501	65.4
DEFINITELY NOT	265	34.6	766	100.0

Frequency Missing = 313

PREFER FAMILY FARE FOR METRA RIDERS

Q14D	Frequency	Percent	Cumulative	Cumulative
			Frequency	Percent
DEFINITELY	49	6.5	49	6.5
PROBABLY	82	10.9	131	17.4
MAYBE	173	23.0	304	40.4
PROBABLY NOT	165	21.9	469	62.4
DEFINITELY NOT	283	37.6	752	100.0

Frequency Missing = 327

PREFER TOKENS SOLD AT METRA STATIONS

Q14E	Frequency	Percent	Cumulative	Cumulative
			Frequency	Percent
DEFINITELY	108	14.2	108	14.2
PROBABLY	103	13.5	211	27.7
MAYBE	164	21.5	375	49.2
PROBABLY NOT	144	18.9	519	68.1
DEFINITELY NOT	243	31.9	762	100.0

Frequency Missing = 317

CTA GRANT PARK MUSEUM VISITOR SURVEY
 TAKEN AUG 25 AND SEPT 8 IN MUSEUMS
 RESPONSES FROM ALL SURVEYS RETURNED

WILL 130 CHANGE YOUR MUSEUM USE?

USEMUS	Frequency	Percent	Cumulative Frequency	Cumulative Percent
MORE OFTEN	191	20.5	191	20.5
LESS OFTEN	39	4.2	230	24.7
NO CHANGE	700	75.3	930	100.0

Frequency Missing = 149

WILL 130 CHANGE YOUR USE OF METRA

USEMET	Frequency	Percent	Cumulative Frequency	Cumulative Percent
MORE OFTEN	120	13.4	120	13.4
LESS OFTEN	30	3.3	150	16.7
NO CHANGE	746	83.3	896	100.0

Frequency Missing = 183

WILL YOU TRY ROUTE 130/WHY NOT

TRY	Frequency	Percent	Cumulative Frequency	Cumulative Percent
CRIME PERCEPTION	1	0.1	1	0.1
PREFER TO DRIVE	57	7.3	58	7.5
CAN NOT FIND ROU	1	0.1	59	7.6
FARE COMPLAINT	1	0.1	60	7.7
I MIGHT TRY IT	20	2.6	80	10.3
NEVER RIDE CTA	3	0.4	83	10.7
NO, NO REASON	3	0.4	86	11.1
NON-RESIDENT	170	21.9	256	32.9
OBSCURE REASON	3	0.4	259	33.3
OTHER CTA BETTER	12	1.5	271	34.8
YES, I WILL	496	63.8	767	98.6
OTHER MODE BETTER	6	0.8	773	99.4
OPERATOR COMPL	1	0.1	774	99.5
OISORIENTED	2	0.3	776	99.7
CTA TOO SLOW	2	0.3	778	100.0

Frequency Missing = 301

EMP/VOL/MEMBER OF 1 OR MORE MUSEUMS?

EMPLOYED	Frequency	Percent	Cumulative Frequency	Cumulative Percent
MEMBER	157	16.4	157	16.4
MUSEUM EMPLOYEE	34	3.5	191	19.9
MUSEUM VOLUNTEER	12	1.2	203	21.1
NONE OF THESE	757	78.9	960	100.0

Frequency Missing = 119

CTA GRANT PARK MUSEUM VISITOR SURVEY
TAKEN AUG 25 AND SEPT 8 IN MUSEUMS
RESPONSES FROM ALL SURVEYS RETURNED

AWARE OF ROUTE 130

RECALL	Frequency	Percent	Cumulative Frequency	Cumulative Percent
YES	156	14.8	156	14.8
NOT UNTIL NOW	897	85.2	1053	100.0

Frequency Missing = 26

HOW FIRST LEARNED OF ROUTE 130

LEARNED	Frequency	Percent	Cumulative Frequency	Cumulative Percent
MUSEUM PERSONNEL	1	0.1	1	0.1
HOTEL PERSONNEL	3	0.3	4	0.4
METRA NEWSLETTER	1	0.1	5	0.5
CTA MAP AD	8	0.8	13	1.2
OTHER N/S	10	0.9	23	2.2
SAW THIS SURVEY	917	87.0	940	89.2
WORD OF MOUTH	18	1.7	958	90.9
CTA PERSONNEL	11	1.0	969	91.9
BUS STOP SIGN	33	3.1	1002	95.1
130 BROCHURE	11	1.0	1013	96.1
WINDOW STICKER	23	2.2	1036	98.3
RTA T I CENTER	2	0.2	1038	98.5
RADIO ADS	8	0.8	1046	99.2
MUSEUM PUBLISHED	8	0.8	1054	100.0

Frequency Missing = 25

FREQUENCY OF THIS MUSEUM VISIT

OFTEN	Frequency	Percent	Cumulative Frequency	Cumulative Percent
INFREQUENTLY	585	54.9	585	54.9
1-11 TIMES/YEAR	345	32.4	930	87.3
1-3 TIMES/MONTH	80	7.5	1010	94.8
EVERY WEEK	23	2.2	1033	97.0
MORE THAN WEEKLY	32	3.0	1065	100.0

Frequency Missing = 14

CTA GRANT PARK MUSEUM VISITOR SURVEY
 TAKEN AUG 25 AND SEPT 8 IN MUSEUMS
 RESPONSES FROM ALL SURVEYS RETURNED

CTA BUS ROUTES USED TODAY

CTABUS	Frequency	Percent	Cumulative	Cumulative
			Frequency	Percent
1	1	0.9	1	0.9
12	1	0.9	2	1.8
126	1	0.9	3	2.6
130	7	6.1	10	8.8
141	6	5.3	16	14.0
142	1	0.9	17	14.9
145	2	1.8	19	16.7
146	53	46.5	72	63.2
151	15	13.2	87	76.3
20	1	0.9	88	77.2
22	1	0.9	89	78.1
24	1	0.9	90	78.9
3	1	0.9	91	79.8
36	1	0.9	92	80.7
4	2	1.8	94	82.5
56	1	0.9	95	83.3
6	11	9.6	106	93.0
60	3	2.6	109	95.6
62	3	2.6	112	98.2
74	1	0.9	113	99.1
85	1	0.9	114	100.0

Frequency Missing = 965

CHANGES IN ROUTE 130 HOURS

HOURS	Frequency	Percent	Cumulative	Cumulative
			Frequency	Percent
HOURS FINE NOW	575	69.6	575	69.6
NEED EARLIER	78	9.4	653	79.1
NEED LATER	173	20.9	826	100.0

Frequency Missing = 253

CTA WEEKDAY USE

WOTCA	Frequency	Percent	Cumulative	Cumulative
			Frequency	Percent
EVERY WEEKDAY	108	11.7	108	11.7
1 TO 4 DAYS	144	15.6	252	27.4
NOT AT ALL	669	72.6	921	100.0

Frequency Missing = 158

CTA GRANT PARK MUSEUM VISITOR SURVEY
 TAKEN AUG 25 AND SEPT 8 IN MUSEUMS
 RESPONSES FROM ALL SURVEYS RETURNED

HOME ZIP CODE OR COUNTRY OF RESIDENCE

ZIP	Frequency	Percent	Cumulative	
			Frequency	Percent
AUSTRALIA	2	0.2	2	0.2
CANADA	14	1.4	16	1.6
ENGLAND	9	0.9	25	2.5
AFRICA	1	0.1	26	2.7
GERMANY	1	0.1	27	2.8
HOLLAND	1	0.1	28	2.9
KOREA	1	0.1	29	3.0
MEXICO	1	0.1	30	3.1
SWITZERLAND	2	0.2	32	3.3
NEW ZEALAND	1	0.1	33	3.4
OUTSIDE RTA	439	44.8	472	48.1
RTA NORTH	146	14.9	618	63.0
RTA SOUTH	75	7.6	693	70.6
CHICAGO	288	29.4	981	100.0

Frequency Missing = 98

RACE	Frequency	Percent	Cumulative	
			Frequency	Percent
HISPANIC	73	7.1	73	7.1
BLACK	113	10.9	186	18.0
WHITE	752	72.9	938	90.9
ASIAN	75	7.3	1013	98.2
AM. IND.	3	0.3	1016	98.4
OTHER	16	1.6	1032	100.0

Frequency Missing = 47

AGE	Frequency	Percent	Cumulative	
			Frequency	Percent
12 TO 17	59	5.7	59	5.7
18 TO 24	162	15.6	221	21.3
25 TO 34	314	30.2	535	51.5
35 TO 44	267	25.7	802	77.2
45 TO 64	192	18.5	994	95.7
65 OR OVER	45	4.3	1039	100.0

Frequency Missing = 40

SEX	Frequency	Percent	Cumulative	
			Frequency	Percent
M	493	48.1	493	48.1
F	533	51.9	1026	100.0

Frequency Missing = 53

CTA GRANT PARK MUSEUM VISITOR SURVEY
 TAKEN AUG 25 AND SEPT 8 IN MUSEUMS
 RESPONSES FROM ALL SURVEYS RETURNED

NUMBER IN HOUSEHOLD

PEOPLE	Frequency	Percent	Cumulative Frequency	Cumulative Percent
1	149	14.4	149	14.4
2	284	27.5	433	41.9
3	194	18.8	627	60.6
4	230	22.2	857	82.9
5	98	9.5	955	92.4
6	43	4.2	998	96.5
7	12	1.2	1010	97.7
8	7	0.7	1017	98.4
9 OR MORE	17	1.6	1034	100.0

Frequency Missing = 45

VEHICLES AVAILABLE

VEHICLES	Frequency	Percent	Cumulative Frequency	Cumulative Percent
0	93	9.0	93	9.0
1	340	32.9	433	42.0
2	364	35.3	797	77.2
3	157	15.2	954	92.4
4 OR MORE	78	7.6	1032	100.0

Frequency Missing = 47

1990 HOUSEHOLD INCOME

INCOME	Frequency	Percent	Cumulative Frequency	Cumulative Percent
UNDER \$10,000	50	5.2	50	5.2
\$10-20,000	72	7.4	122	12.6
\$20-30,000	149	15.4	271	28.0
\$30-40,000	209	21.6	480	49.6
\$40-50,000	153	15.8	633	65.4
\$50-70,000	157	16.2	790	81.6
OVER \$70,000	178	18.4	968	100.0

Frequency Missing = 111

CTA ROUTE 130 GRANT PARK TREASURES SURVEY
TAKEN AUGUST 1991 ON BOARD BUSES
RESPONSES FROM ALL SURVEYS RETURNED

WHERE DISTRIBUTED

SERIAL	Frequency	Percent	Cumulative Frequency	Cumulative Percent
W 8-28 K120	97	8.8	97	8.8
W 8-28 K118	63	5.7	160	14.6
W 8-28 K156	14	1.3	174	15.8
TH 8-29 K120	156	14.2	330	30.1
TH 8-29 K116	11	1.0	341	31.1
TH 8-29 K118	97	8.8	438	39.9
TH 8-29 K156	14	1.3	452	41.2
F 8-30 K120	95	8.7	547	49.8
F 8-30 K116	72	6.6	619	56.4
F 8-30 K118	81	7.4	700	63.8
SAT 8-31 K113	64	5.8	764	69.6
SAT 8-31 K115	119	10.8	883	80.4
SAT 8-31 K152	9	0.8	892	81.2
SUN 9-1 K110	53	4.8	945	86.1
SUN 9-1 K111	59	5.4	1004	91.4
SUN 9-1 K105	33	3.0	1037	94.4
F 8-30 K156	20	1.8	1057	96.3
SAT 8-31 K112	41	3.7	1098	100.0

PURPOSE OF TRAVEL TODAY

PURPOSE	Frequency	Percent	Cumulative Frequency	Cumulative Percent
GET TO STATE ST	1	0.1	1	0.1
GET TO TRAIN STA	38	3.5	39	3.6
TRANSFER	15	1.4	54	5.0
GET TO DEARBORN	3	0.3	57	5.3
SOLDIER FIELD	50	4.7	107	10.0
MUSEUM/CULTURE	486	45.3	593	55.2
SHOPPING	66	6.1	659	61.4
COLLEGE	24	2.2	683	63.6
WORK	283	26.4	966	89.9
OTHER/NS	23	2.1	989	92.1
VISIT FRIENDS	1	0.1	990	92.2
BANKING	2	0.2	992	92.4
PERSONAL BUSINESS	82	7.6	1074	100.0

GROUP	Frequency	Percent	Cumulative Frequency	Cumulative Percent
0	17	1.5	17	1.5
1	528	48.1	545	49.6
2	245	22.3	790	71.9
3	102	9.3	892	81.2
4	81	7.4	973	88.6
5	40	3.6	1013	92.3
6	28	2.6	1041	94.8
7	17	1.5	1058	96.4
8	10	0.9	1068	97.3
9	7	0.6	1075	97.9
10	1	0.1	1076	98.0
11	2	0.2	1078	98.2
12	5	0.5	1083	98.6
14	2	0.2	1085	98.8
15	2	0.2	1087	99.0
16	1	0.1	1088	99.1
17	1	0.1	1089	99.2
18	1	0.1	1090	99.3
20	2	0.2	1092	99.5
24	2	0.2	1094	99.6
26	1	0.1	1095	99.7
30	1	0.1	1096	99.8
60	1	0.1	1097	99.9
80	1	0.1	1098	100.0

CTA ROUTE 130 GRANT PARK TREASURES SURVEY
 TAKEN AUGUST 1991 ON BOARD BUSES
 RESPONSES FROM ALL SURVEYS RETURNED

MODES USED TODAY

MODES	Frequency	Percent	Cumulative Frequency	Cumulative Percent
LASALLE ST METRA	4	0.4	4	0.4
SOUTH SHORE	2	0.2	6	0.6
AMTRAK	14	1.3	20	1.9
WALK	85	8.0	105	9.9
CTA BUS	337	31.6	442	41.5
LASALLE/CTA BUS	1	0.1	443	41.6
CTA BUS/RAIL	75	7.0	518	48.6
PACE & CTA	5	0.5	523	49.1
TAXI & CTA	2	0.2	525	49.3
CTA B&R & AUTO	6	0.6	531	49.9
CNW,AUTO,CTA B/R	1	0.1	532	50.0
U STA & CTA	1	0.1	533	50.0
CTA/PACE BUS	1	0.1	534	50.1
CTA BUS/TAXI	4	0.4	538	50.5
TAXI/CNW	1	0.1	539	50.6
AUTO	72	6.8	611	57.4
AUTO/CNW	1	0.1	612	57.5
UNION ST METRA	113	10.6	725	68.1
METRA ELEC/USTA	1	0.1	726	68.2
USTA/CNW	1	0.1	727	68.3
NW ST METRA	147	13.8	874	82.1
CTA RAIL	109	10.2	983	92.3
PACE & CTA RAIL	6	0.6	989	92.9
CTA RAIL & TAXI	1	0.1	990	93.0
AUTO & CTA RAIL	7	0.7	997	93.6
PACE BUS	9	0.8	1006	94.5
AUTO & PACE BUS	1	0.1	1007	94.6
TAXI	23	2.2	1030	96.7
UNION ST & TAXI	4	0.4	1034	97.1
TAXI & NW STA	2	0.2	1036	97.3
UNION ST & AUTO	4	0.4	1040	97.7
NW ST & AUTO	10	0.9	1050	98.6
LASALLE/CNW/AUTO	1	0.1	1051	98.7
LASALLE/NW STA	1	0.1	1052	98.8
OTHER/NS	13	1.2	1065	100.0

Frequency Missing = 33

MODE IF ROUTE 130 NOT AVAILABLE

ALTMODE	Frequency	Percent	Cumulative Frequency	Cumulative Percent
CTA BUS	591	55.6	591	55.6
AUTO	77	7.2	668	62.8
TAXI	143	13.5	811	76.3
WALKED	163	15.3	974	91.6
NO TRIP	57	5.4	1031	97.0
OTHER/NS	15	1.4	1046	98.4
AUTO & CTA BUS	4	0.4	1050	98.8
TAXI & CTA BUS	10	0.9	1060	99.7
AUTO & TAXI	3	0.3	1063	100.0

Frequency Missing = 35

CTA ROUTE 130 GRANT PARK TREASURES SURVEY
 TAKEN AUGUST 1991 ON BOARD BUSES
 RESPONSES BY DAY OF WEEK

TABLE OF OFTEN BY SERIAL

OFTEN(FREQUENCY OF THIS TRIP) SERIAL(WHERE DISTRIBUTED)

Frequency	WD	SA	SU	Total
INFREQUENTLY	171	98	58	327
	18.13	10.39	6.15	34.68
	52.29	29.97	17.74	
	28.22	46.67	45.67	
1-11 TIMES/YR	99	65	38	202
	10.50	6.89	4.03	21.42
	49.01	32.18	18.81	
	16.34	30.95	29.92	
1-3 TIMES/MONTH	58	16	22	96
	6.15	1.70	2.33	10.18
	60.42	16.67	22.92	
	9.57	7.62	17.32	
EVERY WEEK	100	13	3	116
	10.60	1.38	0.32	12.30
	86.21	11.21	2.59	
	16.50	6.19	2.36	
MORE THAN WKLY	178	18	6	202
	18.88	1.91	0.64	21.42
	88.12	8.91	2.97	
	29.37	8.57	4.72	
Total	606	210	127	943
	64.26	22.27	13.47	100.00

Frequency Missing = 155

TABLE OF SEX BY SERIAL

SEX SERIAL(WHERE DISTRIBUTED)

Frequency	WD	SA	SU	Total
M	252	91	75	418
	24.21	8.74	7.20	40.15
	60.29	21.77	17.94	
	36.84	41.94	53.57	
F	432	126	65	623
	41.50	12.10	6.24	59.85
	69.34	20.22	10.43	
	63.16	58.06	46.43	
Total	684	217	140	1041
	65.71	20.85	13.45	100.00

Frequency Missing = 57

CTA ROUTE 130 GRANT PARK TREASURES SURVEY
 TAKEN AUGUST 1991 ON BOARD BUSES
 RESPONSES BY DAY OF WEEK

TABLE OF USEMET BY SERIAL

USEMET(WILL 130 CHANGE YOUR USE OF METRA)				
SERIAL(WHERE DISTRIBUTED)				
Frequency	WD	SA	SU	Total
Percent				
Row Pct				
Col Pct				
MORE OFTEN	58 6.76 44.62 10.30	46 5.36 35.38 25.27	26 3.03 20.00 23.01	130 15.15
LESS OFTEN	28 3.26 68.29 4.97	8 0.93 19.51 4.40	5 0.58 12.20 4.42	41 4.78
NO CHANGE	477 55.59 69.43 84.72	128 14.92 18.63 70.33	82 9.56 11.94 72.57	687 80.07
Total	563 65.62	182 21.21	113 13.17	858 100.00

Frequency Missing = 240

TABLE OF USEMUS BY SERIAL

USEMUS(WILL 130 CHANGE YOUR MUSEUM USE?)				
SERIAL(WHERE DISTRIBUTED)				
Frequency	WD	SA	SU	Total
Percent				
Row Pct				
Col Pct				
MORE OFTEN	158 17.75 59.18 27.19	70 7.87 26.22 36.65	39 4.38 14.61 33.05	267 30.00
LESS OFTEN	20 2.25 57.14 3.44	9 1.01 25.71 4.71	6 0.67 17.14 5.08	35 3.93
NO CHANGE	403 45.28 68.54 69.36	112 12.58 19.05 58.64	73 8.20 12.41 61.86	588 66.07
Total	581 65.28	191 21.46	118 13.26	890 100.00

Frequency Missing = 208

CTA ROUTE 130 GRANT PARK TREASURES SURVEY
 TAKEN AUGUST 1991 ON BOARD BUSES
 RESPONSES BY DAY OF WEEK

TABLE OF HOURS BY SERIAL

HOURS(CHASES IN ROUTE 130 HOURS)
 SERIAL(WHERE DISTRIBUTED)

Frequency	SERIAL(WHERE DISTRIBUTED)			
Percent	WD	SA	SU	Total
Row Pct				
Col Pct				
HOURS FINE NOW	486	150	87	723
	48.70	15.03	8.72	72.44
	67.22	20.75	12.03	
	74.09	72.46	64.44	
NEED EARLIER	77	19	4	100
	7.72	1.90	0.40	10.02
	77.00	19.00	4.00	
	11.74	9.18	2.96	
NEED LATER	93	38	44	175
	9.32	3.81	4.41	17.54
	53.14	21.71	25.14	
	14.18	18.36	32.59	
Total	656	207	135	998
	65.73	20.74	13.53	100.00

Frequency Missing = 100

RESPONSES FROM ALL SURVEYS RETURNED

CHASES IN ROUTE 130 HOURS

HOURS	Frequency	Percent	Cumulative Frequency	Cumulative Percent
HOURS FINE NOW	723	72.4	723	72.4
NEED EARLIER	100	10.0	823	82.5
NEED LATER	175	17.5	998	100.0

Frequency Missing = 100

HOW FIRST LEARNED OF ROUTE 130

LEARNED	Frequency	Percent	Cumulative Frequency	Cumulative Percent
MUSEUM PERSONNEL	22	2.1	22	2.1
HOTEL PERSONNEL	1	0.1	23	2.2
METRA NEWSLETTER	15	1.4	38	3.6
CTA MAP AD	27	2.6	65	6.2
OTHER/NS	57	5.5	122	11.7
SAW THIS BUS	448	42.9	570	54.5
WORD OF MOUTH	113	10.8	683	65.4
CTA PERSONNEL	72	6.9	755	72.2
BUS STOP SIGN	147	14.1	902	86.3
130 BROCHURE	33	3.2	935	89.5
WINDOW STICKER	29	2.8	964	92.2
RTA T I CENTER	46	4.4	1010	96.7
RAOIO AOS	7	0.7	1017	97.3
MUSEUM PUBLISHED	28	2.7	1045	100.0

Frequency Missing = 53

CTA ROUTE 130 GRANT PARK TREASURES SURVEY
TAKEN AUGUST 1991 ON BOARD BUSES
RESPONSES FROM ALL SURVEYS RETURNED

OPINIONS OF ROUTE 130: WAITING TIME

WAIT	Frequency	Percent	Cumulative	Cumulative
			Frequency	Percent
EXCELLENT	449	43.4	449	43.4
GOOD	359	34.7	808	78.1
FAIR	143	13.8	951	92.0
POOR	44	4.3	995	96.2
NO OPINION	39	3.8	1034	100.0

Frequency Missing = 64

TRAVEL TIME OPINION

RIDE	Frequency	Percent	Cumulative	Cumulative
			Frequency	Percent
EXCELLENT	362	39.6	362	39.6
GOOD	444	48.6	806	88.2
FAIR	64	7.0	870	95.2
POOR	10	1.1	880	96.3
NO OPINION	34	3.7	914	100.0

Frequency Missing = 184

OPERATOR COURTESY OPINION

OPER	Frequency	Percent	Cumulative	Cumulative
			Frequency	Percent
EXCELLENT	469	49.2	469	49.2
GOOD	372	39.0	841	88.2
FAIR	66	6.9	907	95.1
POOR	14	1.5	921	96.6
NO OPINION	33	3.5	954	100.0

Frequency Missing = 144

OPINION ON ROUTE 130 ACCESS TO MUSEUMS

ACCESS	Frequency	Percent	Cumulative	Cumulative
			Frequency	Percent
EXCELLENT	462	54.1	462	54.1
GOOD	237	27.8	699	81.9
FAIR	29	3.4	728	85.2
POOR	1	0.1	729	85.4
NO OPINION	125	14.6	854	100.0

Frequency Missing = 244

OVERALL OPINION OF ROUTE 130

OVERALL	Frequency	Percent	Cumulative	Cumulative
			Frequency	Percent
EXCELLENT	371	40.9	371	40.9
GOOD	437	48.1	808	89.0
FAIR	64	7.0	872	96.0
POOR	5	0.6	877	96.6
NO OPINION	31	3.4	908	100.0

Frequency Missing = 190

CTA ROUTE 130 GRANT PARK TREASURES SURVEY
 TAKEN AUGUST 1991 ON BOARD BUSES
 RESPONSES FROM ALL SURVEYS RETURNED

PREFER ALL-DAY TICKET TO \$1 CASH FARE

Q13A	Frequency	Percent	Cumulative	Cumulative
			Frequency	Percent
DEFINITELY	148	21.1	148	21.1
PROBABLY	161	22.9	309	44.0
MAYBE	162	23.0	471	67.0
PROBABLY NOT	111	15.8	582	82.8
DEFINITELY NOT	121	17.2	703	100.0

Frequency Missing = 395

PREFER ALL-DAY CTA PASS FOR VISITORS

Q13B	Frequency	Percent	Cumulative	Cumulative
			Frequency	Percent
DEFINITELY	192	27.5	192	27.5
PROBABLY	175	25.0	367	52.5
MAYBE	147	21.0	514	73.5
PROBABLY NOT	86	12.3	600	85.8
DEFINITELY NOT	99	14.2	699	100.0

Frequency Missing = 399

PREFER FAMILY FARE FOR ALL ON ROUTE 130

Q13C	Frequency	Percent	Cumulative	Cumulative
			Frequency	Percent
DEFINITELY	122	18.6	122	18.6
PROBABLY	102	15.6	224	34.2
MAYBE	135	20.6	359	54.8
PROBABLY NOT	112	17.1	471	71.9
DEFINITELY NOT	184	28.1	655	100.0

Frequency Missing = 443

PREFER FAM FARE FOR METRA RIDERS ON 130

Q13D	Frequency	Percent	Cumulative	Cumulative
			Frequency	Percent
DEFINITELY	86	13.6	86	13.6
PROBABLY	102	16.1	188	29.7
MAYBE	127	20.1	315	49.8
PROBABLY NOT	122	19.3	437	69.1
DEFINITELY NOT	195	30.9	632	100.0

Frequency Missing = 466

PREFER TOKENS SOLD AT METRA STATIONS

Q13E	Frequency	Percent	Cumulative	Cumulative
			Frequency	Percent
DEFINITELY	224	33.1	224	33.1
PROBABLY	131	19.4	355	52.5
MAYBE	118	17.5	473	70.0
PROBABLY NOT	93	13.8	566	83.7
DEFINITELY NOT	110	16.3	676	100.0

Frequency Missing = 422

CTA ROUTE 130 GRANT PARK TREASURES SURVEY
 TAKEN AUGUST 1991 ON BOARD BUSES
 RESPONSES FROM ALL SURVEYS RETURNED

EMP/VOL/MEMBER OF 1 OR MORE MUSEUMS?

EMPLOYED	Frequency	Percent	Cumulative Frequency	Cumulative Percent
WORK DOWNTOWN	324	30.8	324	30.8
MEMBER	39	3.7	363	34.5
MUSEUM EMPLOYEE	60	5.7	423	40.2
MUSEUM VOLUNTEER	5	0.5	428	40.7
NONE OF THESE	614	58.4	1042	99.1
MEMBER WORK DT	9	0.9	1051	100.0

Frequency Missing = 47

FREQUENCY OF THIS TRIP

OFTEN	Frequency	Percent	Cumulative Frequency	Cumulative Percent
INFREQUENTLY	327	34.7	327	34.7
1-11 TIMES/VR	202	21.4	529	56.1
1-3 TIMES/MONTH	96	10.2	625	66.3
EVERY WEEK	116	12.3	741	78.6
MORE THAN WKLY	202	21.4	943	100.0

Frequency Missing = 155

SEX	Frequency	Percent	Cumulative Frequency	Cumulative Percent
M	418	40.2	418	40.2
F	623	59.8	1041	100.0

Frequency Missing = 57

HOME ZIP CODE OR COUNTRY OF RESIDENCE

ZIP	Frequency	Percent	Cumulative Frequency	Cumulative Percent
AUSTRALIA	1	0.1	1	0.1
CANADA	3	0.3	4	0.4
ENGLAND	2	0.2	6	0.6
GERMANY	4	0.4	10	1.0
JAPAN	1	0.1	11	1.1
FRANCE	1	0.1	12	1.2
SWITZERLAND	2	0.2	14	1.4
OUTSIDE RTA	190	19.5	204	21.0
RTA NORTH	219	22.5	423	43.5
RTA SOUTH	68	7.0	491	50.5
CHICAGO	482	49.5	973	100.0

Frequency Missing = 125

CTA ROUTE 130 GRANT PARK TREASURES SURVEY
TAKEN AUGUST 1991 ON BOARD BUSES
RESPONSES FROM ALL SURVEYS RETURNED

RACE	Frequency	Percent	Cumulative	
			Frequency	Percent
HISPANIC	74	7.2	74	7.2
BLACK	258	25.1	332	32.3
WHITE	640	62.3	972	94.6
ASIAN	38	3.7	1010	98.3
AM. INO.	3	0.3	1013	98.6
OTHER	14	1.4	1027	100.0

Frequency Missing = 71

AGE	Frequency	Percent	Cumulative	
			Frequency	Percent
12 TO 17	36	3.5	36	3.5
18 TO 24	153	14.8	189	18.2
25 TO 34	303	29.2	492	47.5
35 TO 44	231	22.3	723	69.8
45 TO 64	237	22.9	960	92.7
65 OR OVER	76	7.3	1036	100.0

Frequency Missing = 62

NUMBER IN HOUSEHOLD

PEOPLE	Frequency	Percent	Cumulative	
			Frequency	Percent
1	200	19.5	200	19.5
2	295	28.7	495	48.2
3	200	19.5	695	67.6
4	191	18.6	886	86.2
5	87	8.5	973	94.6
6	32	3.1	1005	97.8
7	14	1.4	1019	99.1
8	5	0.5	1024	99.6
9 OR MORE	4	0.4	1028	100.0

Frequency Missing = 70

VEHICLES AVAILABLE

VEHICLES	Frequency	Percent	Cumulative	
			Frequency	Percent
0	208	20.5	208	20.5
1	339	33.4	547	53.9
2	334	32.9	881	86.8
3	90	8.9	971	95.7
4 OR MORE	44	4.3	1015	100.0

Frequency Missing = 83

1990 HOUSEHOLD INCOME

INCOME	Frequency	Percent	Cumulative	
			Frequency	Percent
UNDER \$10,000	71	7.7	71	7.7
\$10-20,000	106	11.5	177	19.2
\$20-30,000	161	17.4	338	36.6
\$30-40,000	175	18.9	513	55.5
\$40-50,000	152	16.5	665	72.0
\$50-70,000	140	15.2	805	87.1
OVER \$70,000	119	12.9	924	100.0

Frequency Missing = 174

APPENDIX E: FARE PAID BY TYPE OF RIDER

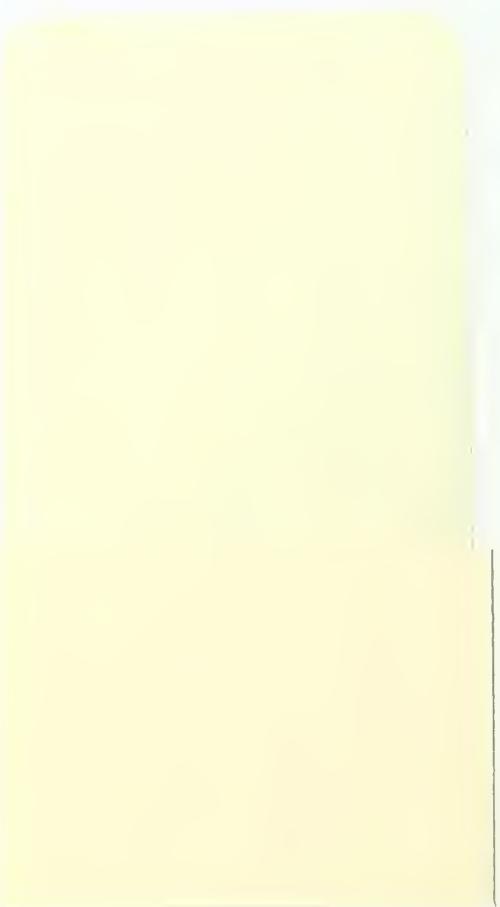
CTA ROUTE 130 GRANT PARK TREASURES SURVEY
TAKEN AUGUST 1991 ON BOARD BUSES
RESPONSES FROM ALL SURVEYS RETURNED

TABLE OF FPAID BY RTYPE

FPAID(FARE PAID) RTYPE(RIDER TYPE)

Frequency				
Percent				
Row Pct	FULL FARE	SENIOR CITIZEN	DISABLED RIDER	Total
Col Pct	E	C	R	
CASH	494 48.01 96.30 51.95	17 1.65 3.31 29.31	2 0.19 0.39 10.00	513 49.85
TOKEN	180 17.49 95.74 18.93	7 0.68 3.72 12.07	1 0.10 0.53 5.00	188 18.27
CTA TRANSFER	119 11.56 92.25 12.51	7 0.68 5.43 12.07	3 0.29 2.33 15.00	129 12.54
PACE TRANSFER	7 0.68 70.00 0.74	3 0.29 30.00 5.17	0 0.00 0.00 0.00	10 0.97
CTA EVERYDAY	69 6.71 68.32 7.26	20 1.94 19.80 34.48	12 1.17 11.88 60.00	101 9.82
CTA WEEKDAY	58 5.64 95.08 6.10	2 0.19 3.28 3.45	1 0.10 1.64 5.00	61 5.93
PACE EVERYDAY	4 0.39 66.67 0.42	2 0.19 33.33 3.45	0 0.00 0.00 0.00	6 0.58
LINK-UP	20 1.94 95.24 2.10	0 0.00 0.00 0.00	1 0.10 4.76 5.00	21 2.04
CTA EMPLOYEE	0 0.00 0.00	0 0.00 0.00	0 0.00 0.00	0 0.00
Total	951 92.42	58 5.64	20 1.94	1029 100.00

Frequency Missing = 69



TECHNICAL REPORTS
PLANNING & RESEARCH DEPARTMENT

<u>Number</u>	<u>Title</u>	<u>Date</u>
PR91-01	Market-Oriented Transit Pricing at CTA	May, 1991
PR91-02	Grant Park Museum Campus Surveys	April, 1991
PR91-03	Automatic Vehicle Location and Control Systems Survey	April, 1991
PR91-04	1990 Ridership Review	May, 1991
PR91-05	Transit Pricing Evaluation Model (TPEM)	May, 1991
PR91-06	A Strategic Framework: Preparing for the Future	August, 1991
PR91-07	1990 Transit Rider Survey	May, 1991
PR91-08	Market Analysis of Choice of Method of Payment for CTA Riders	June, 1991
PR91-09	Consumer-Based Transit Pricing at the CTA	October, 1991
PR91-10	1990 Traveler Behavior and Attitudes Survey	September, 1991
PR91-11	1991 Taste of Chicago Survey	October, 1991
PR91-12	A Strategic Framework: Technical Report	November, 1991

DGS:gm
DGSWA36
11-7-91

